

# Exhibit E

# BMW Sales Jump 12.5 Percent in Record-Setting 2001; Strong December Marks First Time BMW's Sales Cross 200,000-Unit Threshold.

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WOODCLIFF LAKE, N.J. -- BMW of North America, LLC continued its spectacular sales performance through the end of 2001. Sales for the year were up 12.5 percent over 2000, as the company reported sales of 213,127 vehicles compared to 189,423 vehicles recorded last calendar year, making it the best ever for BMW in the U.S.

In early December, the company passed the 200,000-unit threshold (year-to-date.) BMW sold a total of 18,414 vehicles in December 2001, more than 400 vehicles over November 2001 sales, but less than the 20,720 vehicles reported in the same month a year ago.

"With best-ever sales reported across several model lines and makes, our success has been broad-based. BMW sold more than 100,000 3 Series models last year and more than 40,000 5 Series models. We also sold more than 40,000 X5 Sports Activity Vehicles," explained Tom Purves, Chairman and CEO of BMW (US) Holding. "We attribute this to our business philosophy, which encompasses consistent yet innovative marketing and spectacular products that are sold through strong dealer networks."

## Automobile sales

BMW also reported December sales of 14,114, compared to 16,465 vehicles sold in the same month last year. Year-to-date, BMW reported automobile sales of 172,505, an increase of 6 percent compared to 162,703 sold in 2000.

## Sports Activity Vehicle Sales

BMW sold 40,622 X5 Sports Activity Vehicles in 2001, up an impressive 52 percent from the 26,720 reported last year. December sales of BMW's X5 were 4,300, compared to 4,255 sold in the same period a year ago.

## Certified Pre-owned Vehicle Sales

BMW also reported strong sales of Certified Pre-Owned vehicles in December, with 4,007 sales recorded. The December figure, the best month of the year, represents a 24% increase over the 3,228 units sold in December a year ago. For the year, BMW sold 39,883 Certified Pre-Owned vehicles, 11% below last year's record sales performance of 44,773. The decline is a reflection of much lower off-lease maturities from BMW Financial Services.

## BMW IN AMERICA

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW, BMW Motorcycles and MINI brands; a South Carolina manufacturing operation; DESIGNWORKS/USA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. The BMW Group is represented in the U.S. through a network of 341 car, 321 Sports Activity Vehicle and 153 motorcycle retailers. BMW US Holding Corp., the Group's headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the World Wide Web on the BMW homepage at <http://www.bmwusa.com/>, <http://www.bmwmotorcycles.com/> and <http://www.miniusa.com/>.

### BMW Car Sales Report for December 2001

	2001		2000	
December	14114		16465	
Year-to-Date	172505		162703	
	Year-to-		Year-to-	
	December	Date	December	Date
	2001	2001	2000	2000
318ti	0	0	0	7
318i 4-door	0	0	1	34
318is	0	0	0	2
318 convertible	0	0	0	2
323i (E46)	0	102	409	27076
323is	0	0	0	2
323i sport wagon (E46)	0	0	72	3422
323i convertible	0	0	0	351
323Ci (E46)	0	0	67	7364
323Ci convertible (E46)	0	0	9	5797
325i (E46)	3146	39220	4123	9567
325Ci (E46)	981	9207	972	1923
325Ci convertible (E46)	766	9466	993	2224
325i sport wagon (E46)	109	3171	379	838
325xi	731	1824	0	0
325xi sport wagon	169	327	0	0
328is	0	0	1	6
328Ci (E46)	0	0	9	3364
328i 4-door	0	0	1	12
328i (E46)	0	0	29	9681
328i convertible	0	0	3	39
330i	1067	17095	1355	8110
330Ci	533	8349	735	4714
330Ci convertible	691	7841	837	5120
330xi	327	730	0	0
M3 (E46)	620	3826	0	0
M3 convertible (E46)	260	1991	0	0
M3 2-door	0	0	0	1
M3 4-door	0	0	0	0
M3 convertible E36	0	78	0	25
3 Series	9400	103227	9995	89681
Z3 1.9 (US)	0	0	0	38
Z3 2.3 (US)	0	0	181	7736
Z3 2.5 (US)	395	8201	422	1141
Z3 2.8 roadster (US)	0	0	40	1849
Z3 2.8 coupe (US)	0	0	4	121
Z3 3.0 roadster (US)	98	4720	385	3004
Z3 3.0 coupe (US)	11	629	38	183
M roadster (US)	71	985	3	1712

M coupe (US)	25	379	11	598
Z3 Series	600	14914	1084	16382
525i	1207	12855	1432	2744
525i sport wagon	136	2216	138	359
528i	0	0	121	22283
528i sport wagon	0	0	26	1712
530i	1795	16564	1570	3416
540i sport wagon	31	406	40	447
540i	432	5606	0	0
540i (E39)	0	0	388	5779
M5	379	3258	299	2963
5 Series	3980	40005	4014	39703
740i	15	4491	383	5189
740iL	14	8589	899	10825
740iL Protection	0	8	0	17
750iL	3	289	32	577
750iL Protection	0	12	1	11
7 Series	32	13389	1315	16619
850CiA	0	0	0	1
8 Series	0	0	0	1
Z8	102	970	57	317
Z8 Series	102	970	57	317

BMW Sports Activity Vehicle (light trucks) Sales Report for December 2001

	2001	2000
December	4300	4255
Year-to-Date	40622	26720
	Year-to-	Year-to-
	December	December
	2001	2000
X5 3.0i (US)	3469	2853
X5 4.4i (US)	691	1402
X5 4.6is (US)	140	0
Total	4300	4255

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Contact: Martha McKinley, Business Communications Manager of BMW of North America, LLC,  
+1-201-307-3786

Website: <http://www.bmwusa.com/> <http://www.bmwmotorcycles.com/> <http://www.miniusa.com/>

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# BMW Group Ends Best Year Ever With Record Month; December Sales Up 43 Percent; Year-to-date Sales Up 20 Percent.

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WOODCLIFF LAKE, N.J. -- WOODCLIFF LAKE, N.J., Jan. 3 /PRNewswire/ -- The BMW Group (BMW and MINI brands combined) ended its best year ever with the strongest sales month on record, reporting December sales of 26,252 vehicles, an increase of 43 percent over the same month last year. (BMW Group set its previous monthly sales record of 23,994 vehicles in April of this year.) The company also recorded twelve-month sales gains of 20 percent, reporting 256,622 vehicles over the 213,127 reported in the same period a year ago.

## BMW Brand Also Has Best Month and Year

BMW of North America, LLC reported year-to-date sales of 232,032 automobiles and Sports Activity Vehicles, up 9 percent over the 213,127 vehicles sold in the same period last year. The company also reported its strongest month ever with December sales of 22,974, up 25 percent over the 18,414 in the same month in 2001. (The previous record for the BMW brand was set in April 2002 when the company reported 22,435 sales.)

"This was the best year ever for 7 Series sales, as customers responded to the all-new model, which went on sale last January," said Ed Robinson, Executive Vice President - Operations for BMW of North America, LLC. "Sales of BMW models across the board were strong. In its last full year of production, we also recorded our strongest sales year ever for the popular 5 Series model."

## BMW Automobile Sales

BMW reported sales of 189,290 compared to the 172,505 cars sold in 2001, an increase of 10 percent. The company also reported December automobile sales of 18,949, up 34 percent from the 14,114 cars sold in the same month a year ago.

## BMW Sports Activity Vehicle Sales

Year-to-date, sales of BMW's X5 Sports Activity Vehicles were up 5 percent, to 42,742 vehicles over the 40,622 reported in 2001. For the month of December, reported sales of 4,025 BMW X5 Sports Activity Vehicles, down 6 percent over the 4,300 vehicles reported last year.

## BMW Certified Pre-owned Vehicles Sales

Sales of BMW CPO vehicles set records, too, as the company reported 60,610 vehicles in 2002,

an increase of 52 percent above the 39,853 vehicles sold last year. For December, CPO sales were up 32 percent to 5,289 compared to 4,004 sold in the same month in 2001.

#### MINI Brand

##### MINI Automobiles

In just over nine months, MINI sales in the U.S. exceeded forecasted figures for the first twelve months of sales. Year-to-date, the company reported sales of 13,903 MINI Coopers and 10,687 MINI Cooper S' for combined sales of 24,590. The company reported sales of 1,703 MINI Coopers and 1,575 MINI Cooper S' during the month of December for a total of 3,278 cars sold. The MINI brand has been on sale in the U.S. since March 22.

#### BMW GROUP IN AMERICA

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW and MINI brands; a South Carolina manufacturing operation; DESIGNWORKS/USA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. The BMW Group is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW motorcycle retailers and 69 MINI car dealers. BMW US Holding Corp., the Group's headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at <http://www.bmwusa.com/>, <http://www.bmwmotorcycles.com/> and <http://www.miniusa.com/>.

#### BMW Car Sales Report for December 2002

	2002	2001
December	18949	14114
Year-to-Date	189290	172505
	Year-to- December 2002	Year-to- December 2001
323i (E46)	0	102
325i (E46)	3834	39220
325Ci (E46)	745	9207
325Ci convertible (E46)	740	9466
325i sport wagon (E46)	258	3171
325xi	1452	1824
325xi sport wagon	226	327
330i	1263	17095
330Ci	799	8349
330Ci convertible	676	7841
330xi	728	730
M3 (E46)	579	3826
M3 convertible (E46)	321	1991
M3 convertible (E36)	0	78
3 Series	11621	103227
Z3 2.5 (US)	93	8201
Z3 3.0 roadster (US)	17	4720
Z3 3.0 coupe (US)	7	629
Z4 2.5i roadster (US)	1033	0
Z4 3.0i roadster (US)	656	0
M roadster (US)	10	985
M coupe (US)	8	379
Z3 and Z4 Series	1824	14914

525i	1260	13349	1207	12855
525i sport wagon	226	1696	136	2216
528i	0	0	0	0
528i sport wagon	0	0	0	0
530i	1610	19057	1795	16564
540i sport wagon	61	370	31	406
540i	412	4704	432	5606
540i(E39)	0	0	0	0
M5	130	1666	379	2358
5 Series	3699	40842	3980	40005
740i	1	31	15	4491
740iL	0	40	14	8589
740iL Protection	0	0	0	8
745i	529	11512	0	0
750iL	1	16	3	289
750iL Protection	0	0	0	12
745Li	1245	10407	0	0
760Li	0	0	0	0
7 Series	1776	22006	32	13389
Z8	29	524	102	970
Z8 Series	29	524	102	970
BMW Sports Activity Vehicle (light trucks) Sales Report for December 2002				
	2002		2001	
December	4025		4300	
Year-to-Date	42742		40622	
	Year-to-		Year-to-	
	December	Date	December	Date
	2002	2002	2001	2001
X5 3.0i (US)	2940	32131	3469	27041
X5 4.4i (US)	969	9235	691	13261
X5 4.6is (US)	116	1376	140	320
Total	4025	42742	4300	40622
MINI Sales Report for December 2002				
	2002			
December	3278			
Year-to-Date	24590			
	December		Year-to-Date	
	2002		2002	
MINI Cooper	1703		13903	
MINI Cooper S	1575		10687	
Total	3278		24590	

CONTACT: Martha McKinley, Business Communications Manager of BMW of North America, LLC, +1-201-307-3786

Web site: <http://www.bmwusa.com/>

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## BMW Group Shatters All Past Annual Sales Records in 2004

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#### BMW brand records best month ever

WOODCLIFF LAKE, N.J., Jan. 4 -- The BMW Group (BMW and MINI brands combined) reported robust sales for 2004, breaking past annual sales records for both brands, to record a total of 296,111 vehicles, an increase of 7 percent over the 276,869 in 2003. The Group also reported record December sales of 29,292 vehicles, up 18 percent over the 24,915 vehicles sold in the same month in 2003, for an all-time monthly sales record.

#### BMW Brand Sales

BMW reported sales of 25,482 automobiles and Sports Activity Vehicles, up 22 percent compared to the 20,910 vehicles reported the same month last year, making it the best month ever in retail sales history.

Annual sales of BMW brand vehicles were up 8 percent, to 260,079 vehicles compared to 240,859 vehicles sold last year.

#### BMW Automobile Sales

BMW's monthly automobile sales were up 17 percent, to 18,762 versus 16,054 in December 2003. Year-to-date, sales were down 5 percent, to 190,250 automobiles compared to 200,144 sold in the same period in 2003.

#### BMW Sports Activity Vehicle Sales

Sales of BMW's Sports Activity Vehicles increased 38 percent in December, with sales of 6,720 vehicles compared to 4,856 vehicles sold in the final month of 2003. Year-to-date, sales of BMW's SAV models were up 72 percent, to 69,829 vehicles compared to 40,715 for 2003.

#### Certified Pre-owned

BMW also reported monthly sales of 6,083 Certified Pre-owned vehicles up 10 percent compared to 5,526 vehicles in December 2003. Annual BMW CPQ sales were up 8 percent, to 71,112 vehicles compared to the 65,693 sold last calendar year.

#### MINI Brand

#### MINI Automobiles

MINI USA reported its strongest year to date, with sales of 36,032, compared to the 36,010 sold in 2003. For the month of December, MINI sales were down 5 percent, to 3,810 automobiles versus 4,005 sold a year ago.

#### BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 76 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

<http://www.bmwusa.com/>  
<http://www.bmwmotorradusa.com/>  
<http://www.miniusa.com/>  
<http://www.rolls-roycemotorcars.com/>

#### BMW Car Sales Report for December 2004

2004	2003				
December	18,762	16,054			
Year-to-Date	190,250	200,144			
Model	December 2004	Year-to-Date 2004	December 2003	Year-to-Date 2003	
325i	4,592	41,538	2,523	43,693	
325Ci	606	7,603	659	7,623	
325Ci Convertible	663	7,488	690	7,433	
325i Sports Wagon	97	1,423	124	2,068	

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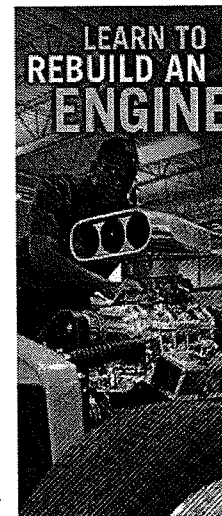
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325xi	1,244	12,805	1,398	12,737
325xi Sports Wagon	150	1,422	113	1,884
330i	739	8,285	557	9,422
330Ci	600	5,658	327	5,890
330Ci Convertible	571	6,374	59	7,189
330xi	564	6,012	411	5,955
M3	337	4,612	460	4,687
M3 Convertible	406	3,322	273	3,369
3 Series	10,569	106,549	8,126	111,944
Z3 2.5 roadster (US)	0	0	0	0
Z3 3.0 roadster (US)	0	0	0	0
Z3 3.0 Coupe (US)	0	0	1	6
Z4 2.5i roadster (US)	367	7,976	1,100	11,899
Z4 3.0i roadster (US)	170	5,678	1,014	9,970
M roadster (US)	0	0	0	14
M Coupe (US)	0	0	0	2
Z3 and Z4	537	13,654	2,120	20,324
525i (E39)	0	0	34	14,114
525i Sports Wagon (E39)	0	0	19	18
525i (E60)	1,873	16,421	1,483	3,134
530i (E39)	0	0	19	14,781
530i (E60)	2,217	20,329	2,069	6,947
540i Sports Wagon (E39)	0	0	2	261
540i (E39)	0	0	7	3,639
545i (E60)	1,026	8,749	573	1,454
M5 (E39)	0	64	20	1,447
5 Series	5,116	45,584	4,225	46,964
645Ci	387	3,559	0	0
645Ci Convertible	575	4,639	0	0
6 Series	962	8,198	0	0
745i	449	5,225	520	6,634
745Li	1,070	10,427	974	13,117
760i	15	61	0	0
760Li	42	442	69	722
7 Series	1,576	16,155	1,563	20,473
Z8	0	7	0	175
Z8 Alpina	2	103	20	264
Z8	2	110	20	439

## BMW Sports Activity Vehicle (light trucks) Sales Report for December 2004

2004 2003

December	6,720	4,856
Year-to-Date	69,829	40,715

Model December Year-to- December Year-to-  
2004 Date 2004 2003 Date 2003

X3 2.5i	610	19,450	0	0
X3 3.0i	1,513	15,154	0	0
X3	2,123	34,604	0	0
X5 3.0i (US)	3,080	24,902	3,878	30,214
X5 4.4i (US)	1,331	9,156	958	9,383
X5 4.6is (US)	0	23	20	1,118
X5 4.8is (US)	186	1,144	0	0
X5	4,597	35,225	4,856	40,715

## MINI Sales Report for December 2004

2004 2003

December	3,810	4,005
Year-to-Date	36,032	36,010

Model December Year-to- December Year-to-  
2004 Date 2004 2003 Date 2003

MINI Cooper	1,061	16,250	1,969	19,592
MINI Cooper S	1,189	15,145	2,036	16,418
Cooper Convertible	854	2,522	0	0
Cooper S Convertible	706	2,115	0	0

Total MINI 3,810 36,032 4,005 36,010

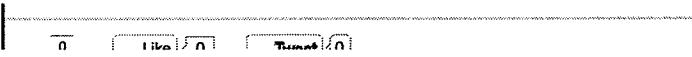
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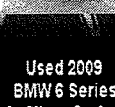
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## BMW Group Sets All-Time Annual Sales Record, Highest Sales Month Ever in 2005

WOODCLIFF LAKE, N.J., Jan. 4, 2006 -- The BMW Group in the U.S. (BMW and MINI brands combined) reported record sales for 2005, with an increase of 4 percent, to push the total over the 300,000 threshold for the first time. The BMW Group posted annual sales of 307,020 vehicles, up 4 percent over the 296,111 vehicles reported in calendar year 2004. The BMW Group also reported monthly sales of 28,900 for December, down 1.3 percent over the 29,292 vehicle sales reported last December.

### BMW Brand

Annual BMW brand sales were up 2.4 percent, to 266,200 compared to 260,079 in calendar year 2004. BMW reported monthly sales of 26,464 vehicles, a 4 percent increase over the 25,482 sold in December 2004, making it the highest sales month ever for the BMW brand in the U.S. (The previous monthly sales record was set in December 2004.)

"This is a strong finish to a year marked with numerous model changeovers," noted Tom Purves, chairman and CEO of BMW (US) Holding Corp. "We've only had full availability of our new award-winning 3 Series sedans in the past two to three months. Given that, and changeovers in the 7 Series and 5 Series, we are especially pleased with the annual increases."

### BMW Automobile Sales

Monthly sales of BMW automobiles were up 9.3 percent, to 20,510 cars compared to 18,762 sold in December 2004. Yearly automobile sales were up 4 percent, with 197,833 automobiles sold compared to 190,250 in the same period a year ago.

### BMW Sports Activity Vehicle Sales

Annual sales of BMW's two SAV models are off 2 percent. The company reported sales of 68,367 vehicles compared to 69,829 in the same period of 2004. SAV sales were down 11 percent for the month to 5,954 vehicles, compared to 6,720 vehicles sold in December 2004.

### Certified Pre-owned

BMW also reported its strongest year ever for sales of Certified Pre-Owned vehicles, which were up 3 percent, to 73,277 vehicles compared to the 71,112 vehicles sold in 2004. Monthly BMW CPO sales were up 7 percent, to 6,486 vehicles over 6,083 for the same month a year ago.

### MINI Brand

### MINI Automobiles

Sales of MINI automobiles in 2005 were up 13 percent, ending the year with a record-setting 40,820 vehicles compared to the 36,032 reported last year. The division also reported December sales of 2,436 cars compared to 3,810 cars sold in the last month of 2004, a decrease of 36 percent.

### BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 80 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

- <http://www.bmwgroupna.com/>
- <http://www.bmwusa.com/>
- <http://www.bmwmotorradsusa.com/>
- <http://www.miniusa.com/>
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### BMW Car Sales Report for December 2005

	2005	2004
December	20,510	18,762
Year-to-Date	197,833	190,250



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TACH all have been in continuous use world wide since 1987, in Print, TV, Radio, Home Video, Newsletters, On-line, and other interactive media; all rights are reserved and infringement will be acted upon with force.				
325i (E90)	4,441	34,768	0	0
325i (E46)	144	14,765	1,392	1,392
325Ci	387	3,817	606	7,603
325Ci convertible	358	6,375	663	7,488
325xi sports wagon	14			
325xi (E90)	1,302	3,932		
325xi (E46)	2	2,940	1,244	12,805
325xi sports wagon (E90)	80	345	0	0
325xi sports wagon (E46)	3	50	1	50
330i (E90)	1,726	15,885	0	0
330i (E46)	29	4,132	739	8,288
330Ci	222	2,659	600	5,658
330Ci convertible	359	5,573	571	6,378
330xi (E90)	1,164	3,054	0	0
330xi (E46)	1	2,477	564	6,012
M3	221	3,398	337	4,612
M3 convertible	139	1,856	406	3,322
3 Series	10,592	106,950	10,569	106,549
Z4 2.5i roadster (US)	250	6,063	367	7,976
Z4 3.0i roadster (US)	164	3,982	170	5,678
Z4	414	10,045	537	13,654
525i sports wagon (E39)	0	0	0	19
525i (E60)	1,112	15,500	1,873	16,421
525xi (E60)	853	3,406	0	0
530i (E60)	1,592	17,011	2,217	20,329
530xi (E60)	965	4,820	0	0
530xi sports wagon (E60)	548	2,351	0	0
540i sports wagon (E39)	0	0	0	2
545i (E60)	45	6,466	1,026	8,749
550i (E60)	602	1,426	0	0
M5 (E60)	679	1,742	0	64
5 Series	6,396	52,722	5,116	45,584
645Ci	52	3,070	387	3,559
650i coupe	307	660	0	0
645Ci convertible	54	5,047	575	4,639
650i convertible	518	1,157	0	0
6 Series	931	9,934	962	8,198
745i	5	1,713	449	5,225
745Li	11	2,831	1,070	10,427
750i	484	3,482	0	0
750Li	1,611	9,584	0	0
760i	6	131	15	61
760Li	59	424	42	442
7 Series	2,176	18,165	1,576	16,155
Z8	1	9	0	7
Z8 Alpina	0	8	2	103
Z8	1	17	2	110

## BMW Sports Activity Vehicle (light trucks) Sales Report for December 2005

Model	2005	2004	2005	2004
December	5,954	6,720		
Year-to-Date	68,367	69,829		
Model	Year-to-Date December 2005	Year-to-Date December 2004	Year-to-Date December 2005	Year-to-Date December 2004
X3 2.5i	101	6,343	610	19,450
X3 3.0i	2,255	24,426	1,513	15,154
X3	2,356	30,769	2,123	34,604
X5 3.0i (US)	2,679	27,088	3,080	24,902
X5 4.4i (US)	778	9,121	1,331	9,156
X5 4.6is (US)	0	0	0	23
X5 4.8is (US)	141	1,389	186	1,144
X5	3,598	37,598	4,597	35,225

## MINI Sales Report for December 2005

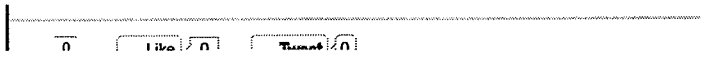
	2005	2004		
December	2,436	3,810		
Year-to-Date	40,820	36,032		
Model	Year-to- December 2005	Date 2005	Year-to- December 2004	Date 2004
MINI Cooper	855	12,354	1,061	16,250
MINI Cooper S	995	16,764	1,189	15,145
MINI Cooper Convertible	245	5,402	854	2,522
MINI Cooper S Convertible	341	6,300	706	2,115
Total MINI	2,436	40,820	3,810	36,032





BMW Group Sets All-Time Annual Sales Record, Highest Sales Month E...

<http://www.theautochannel.com/news/2006/01/04/201975.html>







Rolls-Royce  
Motor Cars Limited

## Corporate News. Archive 2008.

30.01.2008

### **BMW Group: 2007 sales revenue rises to record level**

Sales revenue up by 14.3% to euro 56,018 million +++ Sales volume set to reach new high level again in 2008 +++

Munich. The BMW Group has achieved a new sales revenue record in 2007. Compared to the previous year, group revenues rose by 14.3% to euro 56,018 million (2006: euro 48,999 million). Revenues of the Automobiles segment went up by 12.7% to euro 53,818 million (2006: euro 47,767 million). The Motorcycles segment reported sales of euro 1,228 million (2006: euro 1,265 million /-2.9%), while the Financial Services segment increased its revenues by 25.8% to euro 13,940 million (2006: euro 11,079 million).

The total number of BMW, MINI and Rolls-Royce brand vehicles delivered to customers in 2007 also rose to its highest level to date, with the sales volume rising by 9.2% to 1,500,678 units (2006: 1,373,970 units). This upper single-digit growth rate means that the BMW Group was well within the sales volume target that it had set itself for the full year.

BMW Group aiming for sales volume records for all three brands in 2008

The BMW Group is again aiming to achieve sales volume growth for all three brands in the current year and therefore to retain its position as the world's leading premium manufacturer: "We expect a new record sales volume figure in 2008, with stronger growth in the first half of the year and more moderate growth in the second", stated Norbert Reithofer, Chairman of BMW AG's Board of Management in Munich on Wednesday. The BMW Group is also working intensively to improve group profitability. "These targets – sales growth and profitability – are both of paramount importance for the future of the BMW Group", Reithofer went on to emphasise.

Reithofer confirms earnings forecast for the financial year 2007

The group is keeping to its earnings target for the financial year 2007. "We are confident that, adjusted for the exceptional gain on the settlement of the exchangeable bond on shares in the British engine manufacturer Rolls-Royce, we will be posting a higher pre-tax profit for the financial year 2007 than for the previous year", continued Reithofer. As usual, the BMW Group will publish its earnings figures for the full year in March.

Capital expenditure slightly lower than in the previous year

Capital expenditure in 2007 decreased by 1.1% to euro 4,267 million (2006: euro 4,313 million). Capitalised development costs recognised as assets in accordance with IAS decreased by 13.2% to euro 1,333 million (2006: euro 1,536 million), reflecting the lower volume of series development projects. Capital expenditure for property, plant and equipment and other intangible assets increased by 5.7% to euro 2,934 million (2006: euro 2,777 million), partly in connection with the expansion of the production network.

Workforce slightly larger than one year earlier

The workforce increased slightly during the year, mainly as a result of the acquisition of Husqvarna Motorcycles and two acquisitions made by the Financial Services segment. At the end of 2007, the worldwide workforce comprised 107,539 employees (31 December 2006: 106,575 employees), an increase of 0.9%. The number of trainees at the year-end (4,281) remained at a high level (31 December 2006: 4,359).

Sales impetus from EfficientDynamics measures

The BMW Group sold more cars in 2007 than ever before in its history. An important factor for this was the contribution made by the EfficientDynamics package which is helping to reduce fuel consumption and CO2 emissions. Customers are also benefiting from this innovative technology in many MINI models. By the end of the year, more than 450,000 BMW and MINI cars driving on Europe's roads were benefiting from EfficientDynamics. 1,276,793 BMW brand cars were sold in 2007, surpassing the previous year's level (1,185,088 units) by 7.7%. The MINI also recorded good growth, with the retail sales volume rising by 18.5% to 222,875 units (2006: 188,077 units). Rolls-Royce increased its sales volume figures for the fourth year in succession and remains the undisputable market leader in the ultra-luxury segment. Rolls-Royce Motor Cars handed over 1,010 vehicles (2006: 805 vehicles) to customers in 2007 (+ 25.5%), therefore achieving a four-figure annual sales volume figure for the first time.

The BMW 3 Series, with its Limousine, Touring, Coupé and Cabrio versions, was once again, by far, the main BMW model series, and also remained well ahead in comparison with relevant competitors. It accounted for 37% of the entire car sales volume recorded by the BMW Group, with the number of cars sold rising by 9.2% to 555,219 units (2006: 508,479 units). The BMW 5 Series, the second best-selling model in volume terms, almost matched the previous year's high level with 230,845 units sold (2006: 232,193 units/-0.6%). The BMW 1 Series took third place with a retail sales volume of 165,803 units (2006: 151,918 units). This 9.1% increase was driven in particular by the introduction of the three-door version in May 2007.

BMW's Sports Activity Vehicles (SAV) continued to sell extremely well in 2007, with the number of BMW X5 in particular jumping by 60.1% to 120,617 units (2006: 75,321 units). Sales of this model, which continues to outpace all relevant competitors in its segment, were therefore well ahead of the BMW Group's own expectations. Now in its fourth year since market launch, sales of the BMW X3, at 111,879 units (2006: 114,000 units/-1.9%) remained at a high level.

A total of 44,421 (2006: 50,227/-11.6%) BMW 7 Series cars were sold. The BMW Z4 (Roadster and Coupé versions) recorded a sales volume of 28,383 units (2006: 30,996/-8.4%). In total, 19,626 units of the luxury BMW 6 Series Convertible and Coupé models (2006: 21,947 units/-10.6%) were handed over to customers.

USA remains largest single market for BMW and MINI cars

The USA remained the largest single market for BMW and MINI cars in 2007. With a sales volume of 335,840 units (2006: 313,603 units /+7.1%), the BMW Group sold more vehicles there than ever before. On top of this, BMW was the most popular European premium brand among US customers in 2007. In total, 293,795 BMW brand cars (2006: 274,432 units, +7.1%) were sold in the United States, making it the most successful European car brand on the US market in 2007.

Germany is the second largest market in volume terms, with 284,523 new registrations of BMW Group vehicles (2006: 296,930 new registrations). As a result of the higher value added tax rate and the uncertainty caused by the

on-going CO2 debate, it was not quite possible to match the previous year's high level. With a 4.2% decrease, the BMW Group nevertheless performed significantly better than the German market as a whole (-9.2%). Double-digit growth was achieved in each of the following markets representing places three to six for the BMW Group: 173,685 units (2006: 153,957/+12.8%) were sold in Great Britain, 106,985 units (2006: 96,458 units/+10.9%) in Italy, 72,849 units (2006: 63,040 units/+15.6%) in Spain and 65,081 units (2006: 52,875 units/+23.1%) in France.

Good retail sales volume performances were also recorded on the fast growing markets of China with 51,588 units (2006: 36,357 units/+41.9%), Russia with 14,686 units (2006: 9,505 units /+54.5%) and India with 1,387 units (2006: 257 units/+439.7%).

#### New sales volume record for BMW Motorcycles in 2007

BMW Motorcycles also succeeded in recording a new sales volume high in 2007. After surpassing the 100,000 mark for the first time in the previous year, the Motorcycles segment continued to grow and recorded a sales volume of 102,467 units (2006: 100,064/+2.4%) in 2007.

#### Financial services business remains on growth course

The BMW Group's financial services business continued to grow in 2007. The volume of new retail customer contracts rose by 16.4% to euro 28,462 million, thereby reaching a new record level (2006: euro 24,449 million). The proportion of new BMW and MINI cars financed by the Financial Services segment increased in 2007 to 44.7% (2006: 42.4%).

\* \* \*

#### The BMW Group – an Overview

2007 2006 Change in %

Deliveries to customers

Automobiles units 1,500,678 1,373,970 +9.2

Motorcycles units 102,467 100,064 +2.4

Workforce at year-end 107,539 106,575 +0.9

Sales revenue euro million 56,018 48,999 +14.3

there of:

Automobiles euro million 53,818 47,767 +12.7

Motorcycles euro million 1,228 1,265 -2.9

Financial Services euro million 13,940 11,079 +25.8

Reconciliations euro million -12,968 -11,112 -

Capital expenditure euro million 4,267 4,313 -1.1

For questions please contact:

#### Corporate Communications

Mathias Schmidt, Finance Communications

Telephone: (+ 49 89) 382-24118, Fax: (+ 49 89) 382-24418

Marc Hassinger, Business and Finance Communications

Telephone: (+49 89) 382-23362, Fax: (+49 89) 382-24418

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BMW AG, Munich (Germany).

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## **BMW Group U.S. Press Information**

**For Release:** IMMEDIATE

**Contact:** Jan Ehlen  
Business Communications Manager  
BMW of North America, LLC  
(201) 307-3789 / jan.ehlen@bmwna.com

### **BMW GROUP U.S. DIVISION REPORTS DECEMBER SALES**

**In December, BMW Group sales in the U.S. (BMW and MINI combined) down by 35.9 percent. Company continued to gain market share in 2008.**

**Woodcliff Lake, NJ – January 5, 2009...**The BMW Group in the U.S. (BMW and MINI combined) reported December sales of 21,626 vehicles, a decrease of 35.9 percent over the 33,761 vehicles sold in December 2007. The BMW Group also reported a 2008 sales volume of 303,190 vehicles, down 9.7 percent, compared to 335,840 vehicles in 2007.

Commenting on the 2008 result, Jim O'Donnell, President of BMW of North America, LLC. said:

“Low consumer confidence and tight credit was a double whammy in '08 making it a year we'd all like to forget. One bright spot for us was a December of reasonable sales and gaining share in the premium market for the full year. This is a foundation for our 2009 plan of keeping high value leasing and retail financing and introducing 10 new or significantly refined vehicles in the next 24 months that showcase our classic dynamic values and impressive technology that contributes to our class leading efficiency. This will help manage our way through the immediate turmoil but we'll have an equal focus on doing more of the right things that set us up for the market's return.”

### **BMW Brand Sales**

Sales of BMW brand vehicles decreased 40.2 percent in December for a total of 18,060 compared to 30,199 reported in the same month a year ago. In 2008, BMW brand sales were down 15.2 percent, to 249,113 vehicles compared to 293,795 vehicles sold in 2007.

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Internet  
bmwgroupna.com

- more -





**BMW Automobile Sales**

BMW's automobile sales are down 40.2 percent in December to 13,796 versus 23,064 in the same month a year ago. In 2008, sales decreased by 15.4 percent, to 195,085 automobiles compared to 230,535 in 2007.

**BMW Sports Activity Vehicle Sales**

Sales of BMW Sports Activity Vehicles decreased by 40.2 percent in December to 4,264 vehicles over the 7,135 sold last December. In 2008, sales of BMW Sports Activity Vehicles were down 14.6 percent, to 54,028 vehicles compared to the 63,260 sold in 2007.

**MINI Brand Sales**

MINI USA reported December sales of 3,566 automobiles, up 0.1 percent from the 3,562 cars sold in December 2007. In 2008, the division reported sales of 54,077 automobiles, an increase of 28.6 percent, compared to the 42,045 cars reported in 2007.

"Fuel efficiency and small cars had a big year in 2008 even with low fuel prices slowing down the positive sales development in the past few months," said Jim McDowell, Vice-President of MINI USA. "A balance of rational and emotional reasons are going to be the way of the future to continue small car growth in the U.S. MINI's success in 2008 may be a good indication of this balance."

**Table: Sales BMW of North America, LLC, December 2008**

	Dec. 2008	Dec.. 2007	%	YTD 2008	YTD 2007	%
<b>BMW brand</b>	<b>18,060</b>	<b>30,199</b>	<b>-40.2</b>	<b>249,113</b>	<b>293,795</b>	<b>-15.2</b>
BMW passenger cars	13,796	23,064	-40.2	195,085	230,535	-15.4
BMW light trucks (SAVs)	4,264	7,135	-40.2	54,028	63,260	-14.6
<b>MINI brand</b>	<b>3,566</b>	<b>3,562</b>	<b>0.1</b>	<b>54,077</b>	<b>42,045</b>	<b>28.6</b>
<b>TOTAL Group</b>	<b>21,626</b>	<b>33,761</b>	<b>-35.9</b>	<b>303,190</b>	<b>335,840</b>	<b>-9.7</b>

**BMW Certified Pre-Owned**

Sales of BMW's Certified Pre-Owned (CPO) vehicles are up 23.4 percent, to 11,719 CPO

vehicles versus 9,496 vehicles reported last December. In 2008, CPO sales are up 16.4 percent, to 104,500 over the 89,795 reported in 2007.

**BMW Group in America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 83 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com)

[www.bmwusa.com](http://www.bmwusa.com)

[www.bmwmotorcycles.com](http://www.bmwmotorcycles.com)

[www.miniusa.com](http://www.miniusa.com)

[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)

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**Journalist note:** Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwgroup.com](http://www.press.bmwgroup.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).



## BMW Group U.S. Reports December 2010 Sales

BMW brand sales up 12% in 2010

MINI achieves its best December since the US launch in 2002

WOODCLIFF LAKE, N.J., Jan. 4, 2011 /PRNewswire/ -- The BMW Group in the U.S. (BMW and MINI combined) reported December sales of 27,600 vehicles, an increase of 16.9 percent from the 23,617 vehicles sold in the same month a year ago. For 2010, the BMW Group in the U.S. reported total sales of 265,757 vehicles, up 9.9 percent compared to the 241,727 vehicles sold in 2009.

"As we've seen throughout the last six months of 2010, consumers in December clearly felt more confident about the future and showed it in their purchases," said Jim O'Donnell, President and CEO of BMW of North America, LLC. "We really like the momentum we're getting as a result of this and along with our continual aggressive new model launches from BMW and MINI in 2011 we have real optimism we will continue growing our business with profitable sales in the new year."

### BMW Brand Sales

Sales of BMW brand vehicles increased 15.7 percent in December for a total of 23,280 compared to 20,128 vehicles sold in December, 2009. For the year, BMW brand sales were up 12.0 percent to 220,113 vehicles compared to 196,502 vehicles sold in 2009.

In December, best performing vehicles included the 5 Series, up 28.9 percent to 5,045 units; the 3 Series, up 12.3 percent to 10,067 units; the X5, up 12.1 percent to 3,939 units and the X6 up 52.8 percent to 859 units. Overall, the BMW SAV segment (X3, X5, X6) continued to show significant growth with sales up 26.9 percent for the year to 48,108 units compared to 37,925 in 2009.

### BMW Pre-Owned Vehicles

In December, sales of BMW used vehicles (including certified pre-owned and pre-owned) decreased 2.0 percent to 15,714 vehicles from the 16,031 vehicles sold in December 2009. For 2010, total BMW used vehicle sales were up 4.3 percent to 168,762 from the 161,794 units sold in 2009.

### MINI Brand Sales

MINI USA reported sales of 4,320 automobiles in December, an increase of 23.8 percent from the 3,489 in December 2009, making it the most successful December ever for MINI in the USA. For the year 2010, MINI reported sales of 45,644, an increase of 0.9 percent from the 45,225 sold in 2009.

Sales BMW of North America, LLC, December 2010

Dec. 10			Dec. 09			%			YTD Dec. 10			YTD Dec. 09			%		
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1 Series	1,229	1,005	22.3%	13,132	11,182	17.4%
3 Series	10,067	8,963	12.3%	100,910	90,960	10.9%
Z4	198	400	-50.5%	3,804	3,523	8.0%
5 Series	5,045	3,914	28.9%	39,488	40,109	-1.5%
6 Series	70	203	-65.5%	2,418	3,549	-31.9%
7 Series	1,024	1,049	-2.4%	12,253	9,254	32.4%
<b>BMW passenger cars</b>	<b>17,633</b>	<b>15,534</b>	<b>13.5%</b>	<b>172,005</b>	<b>158,577</b>	<b>8.5%</b>
X3	849	519	63.6%	6,075	6,067	0.1%
X5	3,939	3,513	12.1%	35,776	27,071	32.2%
X6	859	562	52.8%	6,257	4,787	30.7%
<b>BMW light trucks (SAVs)</b>	<b>5,647</b>	<b>4,594</b>	<b>22.9%</b>	<b>48,108</b>	<b>37,925</b>	<b>26.9%</b>
<b>BMW brand</b>	<b>23,280</b>	<b>20,128</b>	<b>15.7%</b>	<b>220,113</b>	<b>196,502</b>	<b>12.0%</b>
Cooper /S Hardtop	2,568	2,258	13.7%	29,658	28,129	5.4%
Cooper /S Convertible	428	400	7.0%	7,022	6,206	13.1%
Cooper /S Clubman	749	831	-13.4%	8,389	10,890	-23.0%
Crossover	575	0	N/A	575	0	N/A
<b>MINI brand</b>	<b>4,320</b>	<b>3,489</b>	<b>23.8%</b>	<b>45,644</b>	<b>45,225</b>	<b>0.9%</b>
<b>TOTAL BMW of North America, LLC</b>	<b>27,600</b>	<b>23,617</b>	<b>16.9%</b>	<b>265,757</b>	<b>241,727</b>	<b>9.9%</b>

## BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 103 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:  
[www.bmwgroupna.com](http://www.bmwgroupna.com)

**Journalist note:** Information about BMW Group and its products in the USA is available to

journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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## BMW

### U.S. Press Information



**For Release: January 5, 2012**

**Contact:** Kenn Sparks  
(201) 307-4467 (office)  
(864) 905-5075 (cell)  
[kenn.sparks@bmwna.com](mailto:kenn.sparks@bmwna.com)

Diane Anton  
201-307-3714 (office)  
[diane.anton@bmwna.com](mailto:diane.anton@bmwna.com)

#### **BMW Group Achieves Second Best Sales Year Ever in the U.S.**

- BMW is the 2011 Premium Segment Leader
- MINI reports best December and best ever U.S. sales year

**Woodcliff Lake, NJ - January 5, 2012...** In 2011, the BMW Group in the U.S. (BMW and MINI combined) achieved its best sales since the record year of 2007 retailing 305,418 vehicles, up 14.9 percent compared to the 265,757 vehicles sold in 2010. BMW Group reported December sales of 32,545 vehicles, an increase of 17.9% from the 27,600 vehicles sold in the same month a year ago.

“BMW Group sales momentum has been increasing all year and this new burst of consumer confidence filled our dealer showrooms putting both BMW and MINI over the top,” said Ludwig Willisch, President and CEO, BMW of North America. “I have great confidence that 2012 will be even better especially with the all-new BMW 3 Series arriving in the U.S. in February with more new and refreshed models coming in the months after.”

#### **BMW Brand Sales**

Sales of BMW brand vehicles increased 15.3% in December for a total of 26,834 compared to 23,280 vehicles sold in December, 2010. For the year, BMW brand sales were up 12.6% to 247,907 vehicles compared to 220,113 sold 2010.

For 2011, best performing vehicles included the 5 Series, up 30.4 percent to 51,491 units; the 6 Series, up 61.4 percent to 3,903 units; the X3, up 357.5 percent to 27,793 units and the X5 up 13.3 percent to 40,547 units. Overall, the BMW Sports Activity Vehicle (SAV) segment (X3, X5, X6) continued to show incredible growth with sales up 54.9 percent for the year to 74,532 units compared to 48,108 in 2010. SAV sales combined with its all-wheel-drive (AWD) passenger cars have made BMW the best selling manufacturer of premium AWD vehicles in the U.S. in 2011.

## BMW Pre-Owned Vehicles

In December, sales of BMW used vehicles (including certified pre-owned and pre-owned) totaled 16,264, an increase of 3.5% from the 15,714 sold in December 2010. In 2011, BMW pre-owned once again was leader in its segment. December proved to be the second best month ever and 2011 was the third best year ever for BMW pre-owned.

## MINI Brand Sales

MINI USA reported sales of 5,711 automobiles in December, up 32.2% from the 4,320 sold in December 2010. For the year 2011, MINI sales in the U.S. are up 26% on volume of 57,511 compared to 45,644 sold in 2010.

“MINI’s record setting sales results in 2011 prove that small is a success in its own right even without the prodding of rising fuel prices,” said Jim McDowell, Vice President – MINI USA. “Our U.S. customers have found they can have a great motoring experience even while enjoying strong fuel economy and a smaller footprint. Motor On!”

**Table: Sales BMW of North America, LLC, December 2011**

	December 2011	December 2010	%	YTD 2011	YTD 2010	%
<b>BMW brand</b>	<b>26,834</b>	<b>23,280</b>	<b>15.3</b>	<b>247,907</b>	<b>220,113</b>	<b>12.6</b>
BMW passenger cars	16,534	17,633	-6.2	173,375	172,005	0.8
BMW light trucks (SAVs)	10,300	5,647	82.4	74,532	48,108	54.9
<b>MINI brand</b>	<b>5,711</b>	<b>4,320</b>	<b>32.2</b>	<b>57,511</b>	<b>45,644</b>	<b>26.0</b>
<b>TOTAL Group</b>	<b>32,545</b>	<b>27,600</b>	<b>17.9</b>	<b>305,418</b>	<b>265,757</b>	<b>14.9</b>

## BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp.,



the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com)

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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BMW Personnel  
Manager, BMW Media Site Services  
BMW Communications  
[admin@bmwusanews.com](mailto:admin@bmwusanews.com)